

Message Text

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ORIGIN ARA-10

INFO OCT-01 ISO-00 EB-07 COME-00 USIA-15 /033 R

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COMMERCE:OIM/B.CAHILL (DRAFT)
EB/OCA/CM:JSIMMONS (DRAFT)
COMMERCE:WLYNCH (PHONE)
EB/CSB: IWILLIAMSON (DRAFT)
USIA/IOP/C:EDONAVAN (PHONE)

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R 111454Z JUN 75

FM SECSTATE WASHDC
TO AMEMBASSY ASUNCION
AMEMBASSY BRIDGETOWN
AMEMBASSY GEORGETOWN
AMEMBASSY GUATEMALA
AMEMBASSY KINGSTON
AMEMBASSY LA PAZ
AMEMBASSY LIMA
AMEMBASSY MANAGUA
AMEMBASSY MONTEVIDEO
AMEMBASSY NASSAU
AMEMBASSY PANAMA
AMCONSUL PARAMARIBO
AMEMBASSY PORT AU PRINCE
AMEMBASSY PORT OF SPAIN
AMEMBASSY SAN JOSE
AMEMBASSY SANTIAGO
AMEMBASSY SANTO DOMINGO
AMEMBASSY SAN SALVADOR
AMEMBASSY TEGUCIGALPA
INFO AMCONSUL BELIZE
AMCONSUL CURACAO
AMCONSUL MARTINIQUE

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E.O. 11652: N/A

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TAGS: BEXP, XR, XK, XL

SUBJECT: FY 76 COUNTRY ACTION PROGRAMS (CAPS)

REF: (A) A-4304, MAY 21, 1974; (B) USIA CM-663,
MAY 14, 1975

1. IN PREPARING FY 76 CAPS, ACTION POSTS SHOULD REFER TO A-4304 FOR FORMAT AND AS GUIDANCE IN DRAWING UP ACTION-ORIENTED CAMPAIGNS FOCUSED ON FOUR TO SIX PRODUCT CATEGORIES OR MAJOR PROJECT AREAS POSTS IDENTIFY AS OFFERING THE BEST PROSPECTS FOR INCREMENTAL US SALES IN THE COMING FISCAL YEAR. SOME FY 75 CAMPAIGNS MAY WELL WARRANT CONTINUATION IN FY 76, WITH PERHAPS A DIFFERENT EMPHASIS OR MIX OF ACTIVITIES. AS CAP PROMOTIONAL INPUTS, POSTS MAY ALSO WISH TO DRAW MORE HEAVILY ON USIA PROGRAM OPPORTUNITIES SUCH AS FILMS, VTRS, OR ELECTRONIC DIALOGUES, (SEE REF B.)
2. ONE FORMAT SIMPLIFICATION IS ELIMINATION OF COUNTER-RESTRAINT ACTIONS, EXCEPT IN CASES WHERE SIGNIFICANT IMPORT RESTRAINTS ARE KNOWN AND THE POST HAS REALISTIC HOPES OF MAKING AN IMPACT TOWARD THEIR REMOVAL. POSTS ARE REMINDED IN ADDITION THAT FY 76 IS A 15-MONTH YEAR, SO CAMPAIGN ACTION PROGRAMS AND RESOURCE ALLOCATIONS SHOULD COVER FIVE QUARTERS - THROUGH SEPTEMBER 30, 1976.
3. QUARTERLY REPORTING GUIDELINES REMAIN IN EFFECT FOR FY 76. POSTS ARE REMINDED, HOWEVER, THAT "REPORTING BY EXCEPTION" COVERS OVERFULFILLMENT OF CAMPAIGN ACTIVITIES AS WELL AS FALLING SHORT OF CERTAIN QUARTERLY TARGETS. AMENDMENTS MAY ALSO BE MADE IN THE CAPS WHENEVER CHANGED CONDITIONS, SUCH AS NEW AREAS OF OPPORTUNITY, SO WARRANT.
4. ACTION REQUESTED: PLEASE SUBMIT FY 76 CAPS TO REACH WASHINGTON BY JULY 15. AS MORE READABLE WORKING DOCUMENTS FOR THE WAG, AIRGRAMS ARE PREFERRED IF POUCH SCHEDULES PERMIT. KISSINGER

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